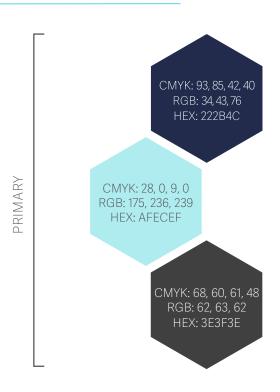
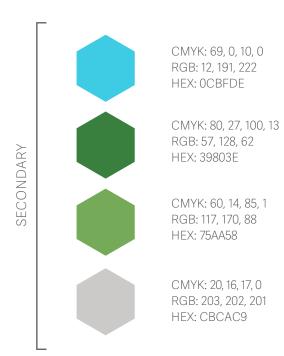
STYLE GUIDELINES

COLOR





TYPOGRAPHY

Adelle Sans Thin Italic
Adelle Sans Light
Adelle Sans Light Italic
Adelle Sans Regular
Adelle Sans Italic
Adelle Sans Semibold
Adelle Sans Semibold Italic
Adelle Sans Bold
Adelle Sans Bold Italic
Adelle Sans Extrabold
Adelle Sans Extrabold
Adelle Sans Heavy
Adelle Sans Heavy

Adelle Sans Thin

SECONDARY

Century Gothic Regular Century Gothic Italic Century Gothic Bold Century Gothic Bold Italic

ECORATIVE

Voltage Light Voltage Regular Voltage Bold Century Gothic is intended to be used for body text. Century Gothic should also be used when Adelle Sans is not available for download.

Voltage should be used as an aesthetically pleasing design element for social media graphics and/or marketing marterials when appropriate.

PRIMARY

LOGO GUIDELINES

The logomark should be used for internal documents. The only instance in which the logomark should stand alone is when it is being used as a design element. As a one-color option, black or white is preferred.

USAGE EXAMPLES

Header/Footer
Icon / Element
Marketing Graphics



The horizontal logo is the primary logo for the Department of Economic Development. This logo was designed to stand alone for print or web. As a one-color logo, black or white is preferred.

Print & Web Header/Footer Letterhead Social Media



The vertical logo is a modified version of our primary logo that is only used interally. As a one-color logo, black or white is preferred.

Print & Web Header/Footer Letterhead Social Media

If any of these guidelines are unclear, or you are unsure which logo to use, please email ded.communication@ded.gov.mo

WHAT TO DO



ONLY USE COLORS FROM THE STYLE GUIDLINES FOR ALL LOGOS.











WHAT NOT TO DO



DO NOT STRETCH, DISTORT, OR MODIFY THE LOGO IN ANY WAY.





DO NOT USE UNBRANDED COLORS TO CHANGE LOGO VARIATION.





DO NOT USE BRANDED COLORS TO CHANGE CREATE LOGO VARIATIONS.



